

LEO BURNETT COMPANY, Inc.

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Westchester Symphony Orchestra, May 18, 1962

(B)

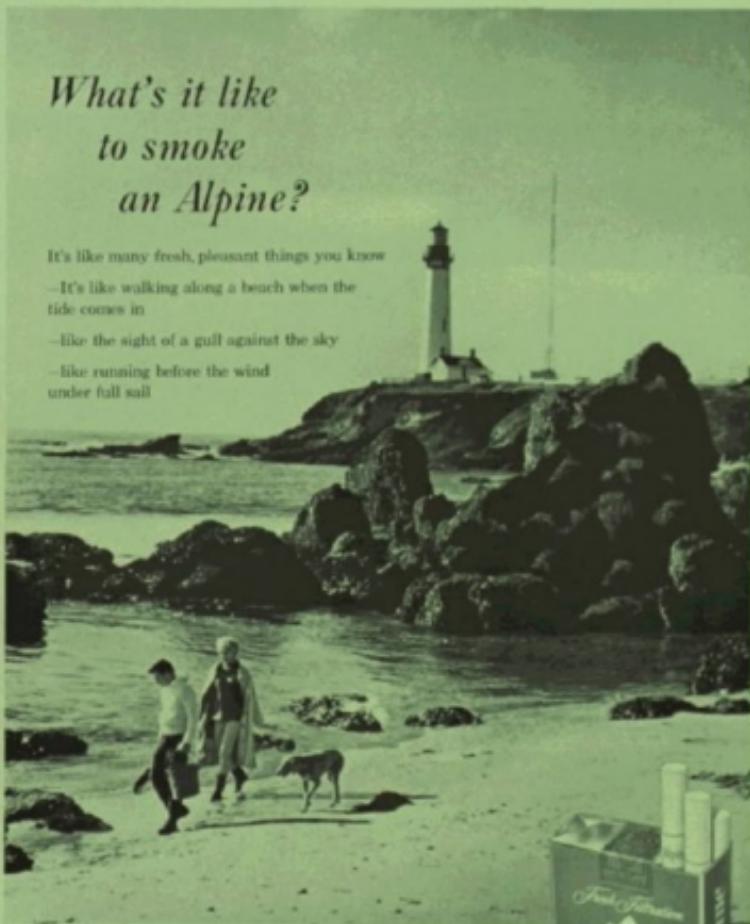
*What's it like  
to smoke  
an Alpine?*

It's like many fresh, pleasant things you know

—It's like walking along a beach when the tide comes in

—like the sight of a gull against the sky

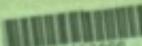
—like running before the wind under full sail



Alpine is nothing at all like the sort of smoking you  
may be used to. Alpine is a fresh, free-wheeling  
kind of smoke. A bright, bracing, even  
invigorating kind of taste... pack after pack.  
If this sounds good to you... try Alpine!



*There's something more to smoking with an Alpine Cigarette*



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